

IN THE CLAIMS:

1-26. (cancelled).

27 (new):

An anti-dandruff composition comprising:

- (a) an anti-dandruff agent;
- (b) a cooling sensate material which comprises a C₁-C₃ alkyl or dialkyl-N-substituted menthane carboxamide; and
- (c) a cooling sensate enhancer material which is a C₇-C₁₂ alkanolic acid vanillamide

wherein the weight ratio of anti-dandruff agent :cooling sensate material :cooling sensate enhancer material is from about 0.7 up to about 1.5 antidandruff agent:from about 0.5 up to about 1.5 cooling sensate material:from about 0.001 up to about 0.1 cooling sensate enhancer material.

28. (new):

The anti-dandruff composition of claim 27 wherein the anti-dandruff agent is the zinc salt of 1-hydroxy-2-pyridinethione; the cooling sensate material is a mixture of menthol and 2-isopropyl-N,2,3-trimethyl butyramide; and the cooling sensate enhancer is n-nonylic acid vanillamide.

29. (new):

The anti-dandruff composition of claim 27 wherein the cooling sensate material is N-ethyl-p-menthane-3-carboxamide.

30. (new) An anti-dandruff shampoo comprising water, a shampoo base and from about 0.5% up to about 2.5% by weight of the shampoo of the anti-dandruff composition of claim 27.

31. (new) An anti-dandruff shampoo comprising water, a shampoo base and from about 0.5% up to about 2.5% by weight of the shampoo of the anti-dandruff composition of claim 28.

32. (new) An anti-dandruff shampoo comprising water, a shampoo base and from about 0.5% up to about 2.5% by weight of the shampoo of the anti-dandruff composition of claim 29.

33. (new) The anti-dandruff shampoo of claim 30 additionally comprising a fragrance, each of the components of which has a $C \log_{10}P$ (i) in the range of from about 1 up to about 3, without restriction on the molecular weight of each of said components, (ii) in the range of from about greater than 3 up to about 10 for components, each of which has a molecular weight in the range of from about 120 up to about 350 or (iii) in the range of from about 1 up to about 3 without restriction on the molecular weight range of each of said components and in the range of from about greater than 3 up to about 10 for components each of which has a molecular weight in the range of from about 120 up to about 350, wherein P is the n-octanol/water partition coefficient of the fragrance component, the concentration range of said fragrance being in the range of from about 0.03% up to about 5.0% by weight of the anti-dandruff shampoo.

34. (new) The anti-dandruff shampoo of claim 31 additionally comprising a fragrance, each of the components of which has a $C \log_{10}P$ (i) in the range of from about 1 up to about 3, without restriction on the molecular weight of each of said components, (ii) in the range of from about greater than 3 up to about 10 for components, each of which has a molecular weight in the range of from about 120 up to about 350 or (iii) in the range of from about 1 up to about 3 without restriction on the molecular weight range of each of said components and in the range of from about greater than 3 up to about 10 for components each of which has a molecular weight in the range of from about 120 up to about 350, wherein P is the n-octanol/water partition coefficient of the fragrance component, the concentration range of said fragrance being in the range of from about 0.03% up to about 5.0% by weight of the anti-dandruff shampoo.

35. (new) A method for reducing *pruritis* of the mammalian scalp caused by *seborrheic dermatitis* comprising the steps of (i) applying to said mammalian scalp a *pruritis* reducing quantity and concentration of the shampoo of claim 30 for a *pruritis* reducing period of time and (ii) applying to said mammalian scalp a rinsing quantity of water in order to remove residual shampoo.

36. (new) The method of claim 35 wherein application of the shampoo to the mammalian scalp also exerts at least one of:

- i. a substantial soothing effect;
- ii. a deep-cleansed effect as measured by the IFF squeak test;
- iii. a significant itch reduction;
- iv. a substantial tingling effect;

- v. a substantial warming effect;
- vi. a substantial cooling effect; or
- vii. a significantly enhanced “menthol/medicinal” aroma.